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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:	Yaron REICH	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO:	2951
FILING DATE:	20 July 2006	EXAMINER:	John Van Brainer
TITLE:	LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

Sir:

This paper is responsive to the Final Office Action mailed from the U.S. Patent and Trademark Office on April 14, 2009 and is being filed with a three-month extension on October 14, 2009 along with a Request for Continued Examination.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.